

EXHIBIT 271

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Building Fresh Pork Sales

Angie Krieger, Director – Packer Relations
National Pork Board





Just The Facts

U.S. consumers purchase fresh pork loin cuts just 6.2x per year.

- Half of Americans purchasing fresh loin cuts just once more/year results in **\$419 million boost**.
 - Source: Nielsen Homescan 2017 study
- U.S. pork has lost hundreds of millions of dollars over past 20 years due to discounted loin prices.
 - Source: Steiner Consulting Value Proposition Report, Nov. 2017
- U.S. consumers would buy loin cuts more often (and pay more) if they found consistent quality.
 - Source: NPB Consumer Willingness to Pay Study, 2016
- **There's demand for all pork categories.** Labels offer consumers a way to find consistent quality, every time.
 - Source: NPB Consumer Willingness to Pay Study, 2016
- U.S. consumers trust USDA as a 3rd-party administrator of pork loin quality grading.
 - Source: NPB Consumer Willingness to Pay Study, 2016
- U.S. pork packers already register and sort product based on quality attributes in following the USDA Process Verified Program standard.
 - Source: www.ams.usda.gov/sites
- Japanese consumers prefer dark colored loin. Total pork exports to Japan are valued at \$1.6 billion, up 4%.
 - Source: USMEF report (Feb. 2018 report)

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